



FBLA Web Site Design

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Overall design is aesthetically appealing	0	1–7	8–14	15–20	
Design is consistent across all pages	0	1–3	4–7	8–10	
Design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Design maintains a high level of usability	0	1–3	4–7	8–10	
Content					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the page	0	1–5	6–10	11–15	
Product/service message is clear	0	1–10	11–20	21–30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–10	11–20	21–30	
Technical					
Site is compatible with multiple platforms	0	1–3	4–7	8–10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1–5	6–10	11–15	
Site interactivity functions and is error-free	0	1–3	4–7	8–10	
Additional technologies; e.g. Flash JavaScript, etc. are used appropriately	0	1–3	4–7	8–10	
Site is compatible with multiple browser variants	0	1–3	4–7	8–10	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points each for not following Guidelines.					
Penalty Points: Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments:



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Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the development of the topic	0	1–5	6-10	11-15	
Explains the development and design process	0	1–5	6-10	11-15	
Explains the use of your social media elements and why they were selected	0	1–5	6-10	11-15	
Explains the development of media elements (graphics, video, audio, etc.)	0	1–5	6-10	11-15	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal				/100 max.	
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points				/100 max.	
Prejudged Score				/200 max.	
Final Score (add total points and prejudged score)				/300 max.	

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: